Agenda

• Welcome
• Why are We Here and Why is this Important?
• Overview of Downtown Development
• Effect of Convention and Tourism Industry
• Overview of Convention Center Business
• South Building
• Future Replacement Options
• Community/Stakeholder Input
City of Phoenix

5th Largest City in U.S.

517 Square Miles

1.6 Million Residents

15 Urban Villages
Rebirth of the Phoenix Core

• Previously a bustling central hub for the Valley
• Downturn began in the 1970’s
• Urban Revitalization
• Community Development / Redevelopment
Hospitality and Infrastructure

Light Rail
Palomar
Hampton Inn
Westin
Residence Inn
Courtyard by Marriott
Hilton Garden Inn
Sheraton
FoundRE
Education

Cronkite School of Journalism
ASU Nursing II
ASU Law School
ASU Campus
Wexford Science+Technology
UA Cancer Center
Health Science Education Building
Bioscience Partnership Building
PBC Parking Garage
Housing

Skyline Lofts
Taylor Place
Portland Place I
Summit at Copper Square
44 Monroe
Lofts at McKinley
Portland on the Park
Residence at Cityscape
Alta Fillmore
ArtHaus
Broadstone Art District

The Muse
The Oscar
The Stewart
The Link
Linear / Illuminate
Roosevelt Point
Broadstone
Roosevelt
Proxy 333
Union@Roosevelt
Urban Living II
Event Spaces / Reinvestment

Phoenix Convention Center Expansion
CityScape
The Van Buren
Talking Stick Resort Arena
Crescent Ballroom
Arizona Center
Warehouse District
Chase Field
PHOENIX IS HOT.
Why is this important?

Economic Impact of Visitors to Arizona

- 4.9 M Overnight Visitations
- $22.7 B Visitor Spending
- $3.37 B Taxes in Arizona
- 187,000 Jobs
Why is this important?

Economic Impact of Visitors to the City of Phoenix

- **44 M Visitors**
- **1.8M International**
- **$7.8 B Visitor Spending**
- **$2 B Taxes Greater Phoenix**
- **128,000 Jobs**
Why is this important?

$14 Billion
Economic Impact
City of Phoenix
How is the Convention Center Funded?
PHOENIX CONVENTION CENTER
Community Engagement Meeting

- Convention Center Overview
- South Building Overview
- Future Facility Needs
CAMPUS OVERVIEW

Expansion Master Plan
Adopted September 2002
Expansion Project

- $600 Million Project
- Phase I - West Bldg. (2006)
- Phase II – North Bldg. (2008)
- 2.4 Million Gross Sq. Ft.
- 729,290 Rentable Sq. Ft.
  • Includes 584,500 Sq. Ft. of Exhibition Space
- Tripled In Size
# Top U.S. Convention Centers

**Ranked by Prime Exhibition Space**

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Prime Exhibition Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Chicago</td>
<td>2,600,000</td>
</tr>
<tr>
<td>2</td>
<td>Orlando</td>
<td>2,100,000</td>
</tr>
<tr>
<td>3</td>
<td>Las Vegas</td>
<td>1,940,631</td>
</tr>
<tr>
<td>4</td>
<td>Atlanta</td>
<td>1,400,000</td>
</tr>
<tr>
<td>5</td>
<td>New Orleans</td>
<td>1,100,000</td>
</tr>
<tr>
<td>6</td>
<td>New York</td>
<td>840,000</td>
</tr>
<tr>
<td>7</td>
<td>Anaheim</td>
<td>813,607</td>
</tr>
<tr>
<td>8</td>
<td>Houston</td>
<td>770,730</td>
</tr>
<tr>
<td>9</td>
<td>Dallas</td>
<td>724,526</td>
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<td>10</td>
<td>Detroit</td>
<td>723,000</td>
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<tr>
<td>11</td>
<td>Los Angeles</td>
<td>720,000</td>
</tr>
<tr>
<td>12</td>
<td>Washington D.C.</td>
<td>703,000</td>
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<td>13</td>
<td>San Francisco</td>
<td>700,000</td>
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<tr>
<td>14</td>
<td>Philadelphia</td>
<td>679,000</td>
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<tr>
<td>15</td>
<td>San Diego</td>
<td>615,701</td>
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<tr>
<td>16</td>
<td>Phoenix</td>
<td>584,500</td>
</tr>
<tr>
<td>17</td>
<td>Denver</td>
<td>584,000</td>
</tr>
<tr>
<td>18</td>
<td>Indianapolis</td>
<td>566,600</td>
</tr>
<tr>
<td>19</td>
<td>Boston</td>
<td>516,000</td>
</tr>
<tr>
<td>20</td>
<td>San Antonio</td>
<td>515,000</td>
</tr>
</tbody>
</table>

Source: Trade Show Executive - August 2018
Phoenix Convention Center - 2019
Major Conventions & Events
Hosted Since 2008 – W/Attendance

180,000
Major Conventions & Events
Hosted Since 2008 – W/Attendance

110,737
Major Conventions & Events
Hosted Since 2008 – W/Attendance

100,000
Major Conventions & Events
Hosted Since 2008 – W/Attendance

100,000
Major Conventions & Events Hosted
Since 2008 – W/Attendance

50,803

64,324
Major Conventions & Events Hosted Since 2008 – W/Attendance

- GREENBUILD: 27,300
- ASSEMBLIES OF GOD: 21,000
- AMERICAN LEGION: 13,500
- VETERANS OF FOREIGN WARS: 13,000
Major Conventions & Events Hosted Since 2008 – W/Attendance

- 180,000
- 110,737
- 100,000
- 100,000
- 64,324
- 50,803
- 27,300
- 21,000
- 13,500
- 13,000
- 12,000
- 12,000
- 9,900
- 7,803
- 7,500
- 7,000
Fiscal & Economic Impact of $600 Million Convention Center Expansion 2009 - 2018

- 2.2 million Convention Delegates
- 620 Qualified Convention Events
- 5.9 million Hotel Room Nights
- $2.2 billion In Direct Spending
- $186 million State General Fund Revenues

Source:
- HVS Convention, Sports & Entertainment Facilities Consulting 2018
- Greater Phoenix Convention and Visitors Bureau 2019
- Phoenix Convention Center Department 2019
## What if We Hadn’t Expanded?

<table>
<thead>
<tr>
<th>2009-2018 Total</th>
<th># Qualified Convention Events</th>
<th># Convention Attendees</th>
<th># Hotel Room Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Expansion Projections</td>
<td>224</td>
<td>327 K</td>
<td>1.3 M</td>
</tr>
<tr>
<td>Actuals w/Expansion</td>
<td>620</td>
<td>2.2 M</td>
<td>5.9 M</td>
</tr>
</tbody>
</table>

Source: HVS Convention, Sports & Entertainment Consulting 2018, Greater Phoenix Convention and Visitor’s Bureau 2019, Phoenix Convention Center 2019
SOUTH BUILDING
Phase III Future Expansion Site

- Opened 1985
- Refurbished 2008 - $18.5 Million
- 9.27 Acre Site
- 286,000 Gross Sq. Ft.
- 143,000 Sq. Ft. Rentable Exhibition, Meeting and Ballroom Space
86 Events Annually
218 Days of Programming
SOUTH BUILDING
Annual Events
SOUTH BUILDING - ATTENDANCE

172,000 Attendees Annually
SOUTH BUILDING
Annual Fiscal & Economic Impacts

- Direct Operating Revenues: ~ $2 Million
- Operating Expenses: ~ $1 Million
- Direct Spending by Attendees: ~ $27 Million

Source: HVS Convention, Sports & Entertainment Facilities Consulting 2018
Greater Phoenix Convention and Visitors Bureau 2019
Phoenix Convention Center Department 2019
Recent Convention Center Expansion Projects

Anaheim
200,000 Sq. Ft.
$190 million

San Antonio
726,000 Sq. Ft.
$325 million

San Francisco
157,000 Sq. Ft.
$551 million
CONVENTION CENTER MARKET STUDY

- National Competitive Position
- Size and Timing
- New Convention Business
- Demand for Convention Hotel
- Impact of No Replacement
Conceptual Illustration
Phoenix Convention Center South Building Options

1. South Building Remains As-Is
   • Continue to operate as-is
   • No timeline for future development
2. South Building Remains & Plan for Replacement

- Continue to operate as-is
- Current Convention Center market study identifies future needs and timing
- City Council to consider revised master plan
- Identify financing options and funding source
  - 10+ years
  - Approximately $200 – $300 million
Phoenix Convention Center South Building Options

3. Develop RFP Now to Consider Redevelopment

A. Full site development with no replacement of South Building contemplated

OR

B. Leave a portion of the site for a future South Building with private development on remainder of site

OR

C. Developer constructs a new South Building for the City on part of the site along with private development

All options include the demolition of existing South Building
PHOENIX CONVENTION CENTER
South Building Community Engagement Meetings

Citywide Community Meetings
• July 24: Helen Drake Community Center
• Aug. 7: Broadway Heritage Resource Center
• Aug. 19: Phoenix City Hall, Assembly Rooms A & B

Convention Center Stakeholder Meetings
• July 31: Phoenix Convention Center West Building, Room 211 A & B
• Aug. 15: Phoenix Convention Center West Building, Room 211 A & B
• Aug. 21: Phoenix Convention Center West Building, Room 211 A & B

Convention Center South Building Tour
• Aug. 21: Public Tour, Phoenix Convention Center South Building
Community Organizations/Stakeholders

- Central City South Community Action Team
- City of Phoenix Central City Village Planning Committee
- Downtown Phoenix Inc.
- Downtown Voices Coalition
- Eastlake Park Neighborhood Association
- Evans Churchill Community Association

- Garfield Neighborhood Association
- Grand Avenue Members Association
- Phoenix Community Alliance - Central City Planning & Development Committee
- Roosevelt Action Association
- Warehouse District Council
More information
visit: phoenix.gov/conventioncenter